

**METHOD AND APPARATUS FOR UTILIZING AN AUDIBLE SIGNAL TO
INDUCE A USER TO SELECT AN E-COMMERCE FUNCTION**

ABSTRACT OF THE DISCLOSURE

A method for delivering advertising to a consumer over a broadcast media/global communication network combination. An advertisement broadcast is generated comprised of a general program and associated advertising dispersed therethrough for broadcast over a broadcast media which is directed to a general class of consumers.

5 Unique information is embedded in the broadcast for inducing a consumer to access a desired advertiser's location on the global network system over a personal computer-based system. The advertisement broadcast is then broadcast to the potential class of consumers with the embedded unique information therein.